



**CITY OF DURHAM**  
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## News Release

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## Durham Joins “Water Wise” National Challenge

*Residents Encouraged to Pledge by April 30*

DURHAM, N.C. — This month, you can save water, save money, earn prizes, and help Durham win the National Mayor’s Challenge for Water Conservation.

From April 1-30, Mayor William V. “Bill” Bell and the City of Durham Water Management Department are encouraging residents to visit [www.mywaterpledge.com](http://www.mywaterpledge.com) to make a commitment to conserve water for the [Wyland Foundation’s Mayor’s Challenge for Water Conservation](#).

The challenge, in its fifth year, is a competition between cities across the United States to see who can be the most water-wise. Mayors and civic leaders will challenge residents to conserve water, energy, and other natural resources on behalf of their city.

“As Durham continues to grow, our water resources will be stretched to meet increases in demand,” Bell said. “By participating in the National Mayor’s Challenge for Water Conservation, residents can pledge to make Durham a more sustainable community both now and for the future.”

Cities with the highest percentage of residents who take the challenge in their population category are entered into drawings for hundreds of eco-friendly prizes, including home improvement gift cards, home irrigation equipment, and the grand prize – a Toyota Prius. The challenge also features additional resources for residents to take their commitment of conservation even further, from regional water and energy resource issues to cost-saving tips at home.

Last year, Durham finished in 12<sup>th</sup> place and Mayor Bell hopes to beat that ranking this year. Pledges must be completed by April 30. For more information about Durham's participation or additional conservation tips, call (919) 560-4381, send an [email](#), or visit the department's [website](#).

### **About the City of Durham Water Management Department**

The [Water Management Department](#) is responsible for the operation and maintenance of Durham's water supply, water treatment and water reclamation (wastewater treatment) facilities, the collection and distribution systems (including meter reading), and customer billing services. The department has a wide variety of support divisions and programs to maintain the existing infrastructure that provide these integral services and strive to be a responsible steward of the City's physical assets. For information, visit the [Web page](#), like on [Facebook](#), and follow on [Twitter](#).

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